

Message Text

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SUBJECT: RESULTS OF STATE OF SOUTH CAROLINA IOGA TRADE MISSION
VISIT TO JORDAN

1. SUMMARY: SUBJECT MISSION VISIT TO JORDAN WENT SMOOTHLY.
ALTHOUGH NO SPECIFIC VENTURES WERE DEVELOPED, IT WAS SUCCESSFUL
IN TERMS OF BUSINESS POTENTIAL IDENTIFIED AND OF INCREASING
AMERICAN-JORDANIAN MUTUAL UNDERSTANDING GENERALLY. GROUP WENT
THROUGH FULL, COMPREHENSIVE PROGRAM INCLUDING MEETINGS WITH KING,
CROWN PRINCE AND PRIME MINISTER AND SOCIAL AND BUSINESS EVENTS, WITH
LATTER LEADING TO ENGAGING OF LOCAL AGENTS AND AWARENESS OF LARGE
NUMBER OF POTENTIAL BUSINESS OPPORTUNITIES PARTICULARLY IN AQABA
PORT. END SUMMARY.

2. ONE MEMBER OF GROUP, JAMES SMITH OF WILBUR SMITH AND ASSOCIATES
TOOK OPPORTUNITY OF VISIT TO INITIAL PREVIOUSLY NEGOTIATED
\$450,000 U.S. CONTRACT TO BE FINANCED BY A.I.D. UNDER THIS CONTRACT
WILBUR SMITH WILL PROVIDE TECHNICAL SERVICES TO JORDANIAN MINISTRY
OF PUBLIC WORKS TO ASSIST MPW IN PREPARATION OF HIGHWAY DEVELOPMENT
PROGRAM. ALL MEMBERS OF S.C. GROUP, INCLUDING STATE GOVERNMENT
REPRESENTATIVES, MADE EXCELLENT CONTACTS WITH LOCAL GOVERNMENT
OFFICIALS AND PRIVATE BUSINESSMEN TO FACILITATE FOLLOW-UP ON
BUSINESS LEADS. FOUR PRIVATE BUSINESS MEMBERS OF GROUP ENGAGED
LOCAL AGENTS AND REPRESENTATIVES TO ASSIST IN FUTURE BUSINESS
ARRANGEMENTS OR TO PARTICIPATE IN FUTURE JOINT VENTURES AND
PROJECT CONTRACTS. OUR PRELIMINARY ESTIMATE OF FINANCIAL WORTH
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OF VISIT IN SHORT TERM IS ABOUT TWO MILLION DOLLARS, WITH LONG

TERM PROSPECTS MUCH HIGHER. ONE MEMBER, MR. BENNETT L. HELMS, OF LOCKWOOD GREENE INTERNATIONAL, INC., STANDS GOOD CHANCE OF GOING STRAIGHT TO PREQUALIFIED SHORT LIST OF FIRMS BIDDING FOR CONTRACT TO DESIGN AND CONSTRUCT FOUR NEW GENERAL CARGO BERTHS AT AQABA PORT, AN INVITATION WHICH WAS CLOSED TWO WEEKS PRIOR TO GROUP'S VISIT, BUT WHICH WAS OPENED SPECIFICALLY FOR MR. HELMS'S FIRM. POSSIBLE VALUE OF CONTRACT COULD BE AS HIGH AS TWENTY MILLION DOLLARS. DR. CHARLES E. PALMER, DIRECTOR OF STATE VOCATIONAL AND EDUCATIONAL TRAINING PROGRAM BECAME VERY INTERESTED IN PROVIDING JORDAN WITH COMPREHENSIVE PROGRAM OF VOCATIONAL TRAINING, IDEA VERY WELL RECEIVED AT LEAST IN CONCEPT BY SENIOR JORDANIAN OFFICIALS IN FACT, IN AUDIENCE WITH KING HUSSEIN, DR. PALMER DISCUSSED SUCH A PROGRAM, AND KING SHOWED PERSONAL INTEREST. FROM HIS CONTACTS AND MEETINGS, DR PALMER FEELS THAT CONTRACT FOR SETTING UP SUCH PROGRAM HAS GOOD POSSIBILITY IN NEAR FUTURE. ANOTHER EXCELLENT POSSIBILITY IS JOINT VENTURE WITH LOCAL FIRM AND MR. W.J. ARVAY, OF U.S. ALUMINUM AND STEEL COMPANY, TO LOCALLY MANUFACTURE ALUMINUM AND STEEL PIPE. IN GENERAL, SURPRISING AMOUNT OF ACTUAL BUSINESS CONTACT WAS ACCOMPLISHED DURING VISIT WITH ALMOST ALL MEMBERS DERIVING SOME ADDITIONAL UNDERSTANDING OF BUSINESS CONDITIONS IN JORDAN. THOROUGH ORGANIZATION AND PLANNING OF VISIT COMBINED WITH MISSION'S OWN EMPHASIS ON DOING BUSINESS ALLOWED RAPID DEVELOPMENT OF LOCAL CONTACTS AND EFFICIENT USE OF TIME IN JORDAN.

3. GOJ OFFICIALS MOST IMPRESSED AND PLEASED WITH CALIBER AND SERIOUS INTENT OF GROUP AS A WHOLE. ALL MEMBERS WERE SERIOUS BUSINESSMEN OR STATE GOVERNMENT OFFICIALS LOOKING FOR SPECIFIC BUSINESS OPPORTUNITIES AS WELL AS INVESTMENT AND JOINT VENTURE POSSIBILITIES, FACT NOT LOST ON JORDANIANS WHO CAME INTO CONTACT WITH GROUP. PARTICIPATION OF JORDANIANS. BOTH GOVERNMENT AND PRIVATE WAS OUTSTANDING AND RECEPTION ACCORDED GROUP EVERYWHERE WAS IMPRESSIVE.

4. COMMENT: WE MUST AGREE WITH JORDANIANS THAT CALIBER AND DEDICATION TO BUSINESS OF THIS GROUP WAS HIGHER THAN ANY TRADE MISSION WE HAVE SEEN. MAKE-UP OF SOME MISSIONS OF SOME TOURISTS, SOME JUNKET-SEEKERS, AND SOME BUSINESSMEN, NOT CHARACTERISTIC THIS GROUP. ALL MEMBERS OF MISSION KEPT BUSINESS FIRST IN THEIR

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MINDS, AND AS SENIOR REPRESENTATIVES OF THEIR COMPANIES, WERE ABLE TO TALK OR PURSUE SPECIFIC DEALS AND ARRANGEMENTS. WE WOULD LIKE TO SINGLE OUT ROBERT AND CALEB WHITAKER, AND STATE DEVELOPMENT BOARD MEMBERS FOR THE EXCELLENT ORGANIZATION AND PREPARATION THIS MISSION AND ITS MEMBERS. IN DISCUSSING MISSION WITH ROBERT WHITAKER, SELECTION PROCESS OF MISSION FIRMS AND INDIVIDUALS SEEMED TO BE THE KEY TO THIS HIGH-CALIBER GROUP. GOOD FIRMS AND GOOD MEN WERE INVITED TO COME RATHER THAN OPEN,

BLANKET INVITATION FOR FIRMS TO SIGN ON. IT WOULD BE PLEASURE
TO RECEIVE GROUPS LIKE THIS AGAIN IN FUTURE, WITHIN LIMITS OF
EMBASSY
AND JORDANIAN ABILITY TO HANDLE TRADE MISSIONS.

5. AS WE HAVE STATED BEFORE, HORIZONTAL GROUP LIKE THIS MUCH
MORE PREFERABLE THAN VERTICAL MISSION. JORDANIAN MARKET TOO SMALL
TO SUPPORT VISIT BY VERTICAL MISSION WHERE MOST MISSION MEMBERS
WOULD WIN UP TALKING TO SAME THREE OR FOUR KEY PEOPLE IN THEIR
FIELD, AND WHERE MISSION BUSINESS COULD BE ACCOMPLISHED IN ONE
DAY. HORIZONTAL MISSION MUCH MORE APPROPRIATE TO JORDANIAN
MARKET WHERE ALL AREAS OF ENDEAVOR ARE PRESENT, BUT IN A
DEMINUTIVE FASHION. OVER PAST TWO YEARS, WE HAVE RECEIVED ONLY
THREE IOGA OR GOVERNMENT-SPONSORED MISSIONS, AND A FEW OTHER
NOT OFFICIALLY SUPPORTED GROUPS, SUCH AS NORTH DAKOTA MISSION,
AND TIME-LIFE GROUP. WE FEEL WE COULD HANDLE MORE MISSIONS OF
HORIZONTAL NATURE, PERHAPS UP TO FOUR A YEAR. OF COURSE, CASE-BY-
CASE REVIEW IN NECESSARY DEPENDING ON LOCAL CONDITIONS AND EMBASSY
COMMITMENTS AT TIME OF MISSION, BUT IN GENERAL, WE FEEL THAT MISSIONS
OF THIS TYPE ARE GOOD INVESTMENT AND USEFUL TOOL TO ENHANCE AND
IMPROVE JORDANIAN-AMERICAN RELATIONS. NATURALLY, SUCCESS OF TRADE
MISSIONS, FOR BOTH JORDANIAN HOSTS AND AMERICAN GUESTS, WILL COTINUE
TO DEPEND ON SUITABILITY OF PRODUCTS AND SERVICES OFFERED AND
SERIOUS INTENT OF MISSION MEMBERS.
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